Protect employees and customers by continuously monitoring your websites, apps and third-party content

In today's world, IT and Security Operations Center (SOC) teams protect their internal infrastructure by securing their organization's perimeters using common defense methods including firewalls, filtering appliances and various antivirus solutions. Unfortunately, this standard approach leaves a serious gap: it fails to monitor and protect the organization's external-facing digital properties accessed every second of every day by both employees and customers. As a digital publisher of public online content, your IT and SOC teams must ensure this content is secure.

Viewed via desktop, mobile and gaming devices, corporate websites and apps are the attack vector of choice for surreptitiously distributing malware and collecting valuable visitor data. Every day, 400,000 new malicious programs[1] enter the online and mobile ecosystems, yet traditional security tools miss almost 100%[2] of them. Subsequently, your online and mobile websites—not to mention mobile apps—are especially vulnerable, creating a significant and ongoing gap in your overall IT security governance strategy.

As many leading businesses have painfully discovered, a compromised website exposes your organization and your customers to significant harm in the form of digital property defacement, system hijacks and data privacy violations. Any one of these actions can lead to brand damage, revenue loss and possible regulatory fines and/or litigation.

Media Scanner for Websites and Apps

The Media Trust's Media Scanner is a comprehensive, SaaS-based service that scans your digital properties accessed by users via desktop, mobile or gaming devices. Working on a continuous, 24/7 basis, Media Scanner inspects, analyzes and alerts on all suspicious code—both proprietary and third party—executing on your site so you can quickly remove and block it. The solution also performs a comprehensive analysis of each anomaly detected, leading to a better understanding of the code's origin, intent and design.

Powered by our proprietary technology that enables the continual assimilation of new knowledge, Media Scanner provides:

- **Malware Prevention**: Issues real-time alerts on all suspicious code in order to halt delivery before it morphs into overt malware.
- **Data Protection**: Detects and advises on unknown and unauthorized code designed to capture website audience (first-party) data without your knowledge or consent, resulting in possible privacy violations.
- **Third-party Content Management**: Identifies and monitors third-party providers' domains executing on your site, including dynamically-served content, video, social media tools, talent acquisition platforms, advertisements, data management and analytics firms. The vendors are tracked by tag, host and URL to ensure their activity is authorized.
- **Encryption Compliance**: Automates the process of enforcing and maintaining HTTPS compliance across all third-party vendors used to render your website, ensuring every call in the chain remains secure.

The Media Trust's Media Scanner:

- Scans millions of websites every day, including 25,000 content-publisher sites and more than 10 million ad tags
- Operates on a 24/7 basis from more than 500 cities in 65 countries
- Detects a new malware vector every 60 seconds or less
- Delivers 99.95% alert accuracy
- Ensures 100% HTTPS encryption compliance
- Uses a variety of browser, OS and geography combinations to root out detection-evading strategies
- Provides robust reporting of detailed website activity
- Counts 40 of the Top 50 comScore Ad Focus leaders—the most heavily trafficked websites in the world—as clients

How Media Scanner works

To start, clients input their site information into Media Scanner via API or manual entry. The system immediately initiates scanning of all public-facing digital properties in a variety of browser/OS/geography combinations and analyzes the third-party code executing on the site.

This analysis generates a decision output that determines if the code is either *compliant* with existing malware policies, *new* to the system or known *malware*. Compliant results require no interaction, with this determination captured in the client dashboard. Malware results immediately auto-generate an alert to the client and report to the dashboard. New code requires manual review by The Media Trust's Malware Team to determine if it

Process flow for Media Scanner
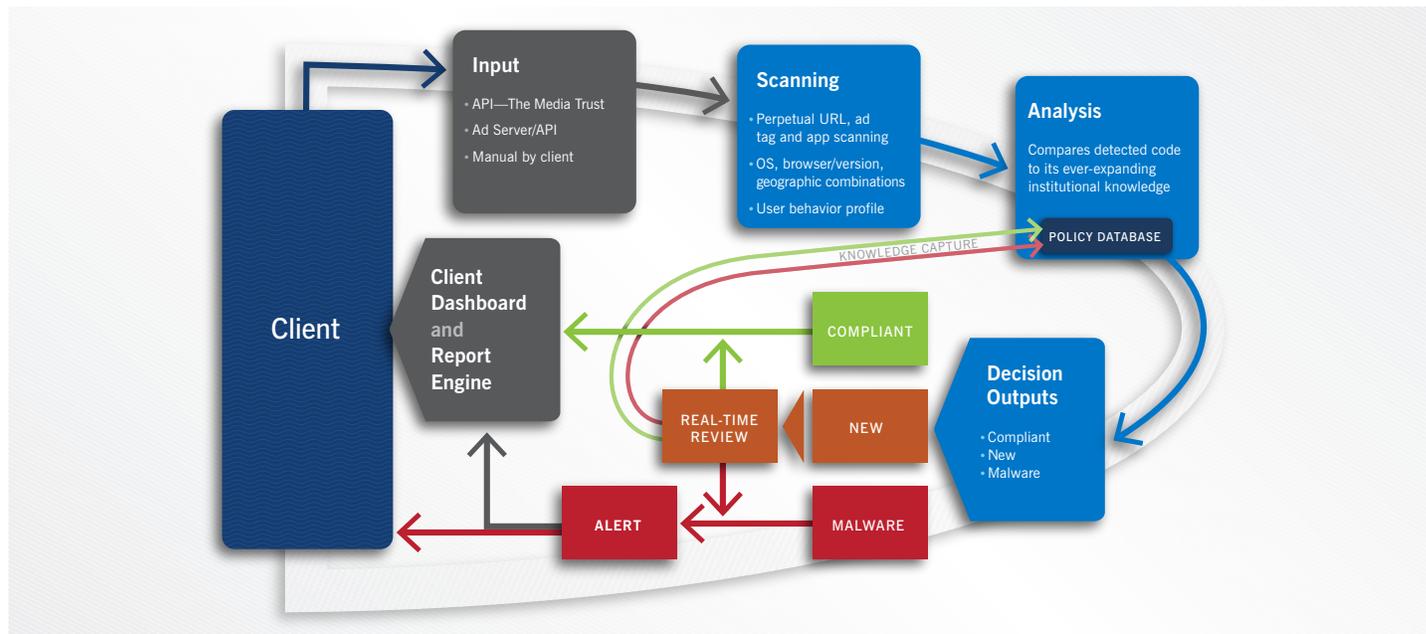
is *compliant* or *malware* and feeds this knowledge back into the system's database furthering its intelligence and also reports results to the dashboard.

In the process of protecting your website and apps on a continuous, 24/7 basis, Media Scanner cultivates deep institutional knowledge about anomalous and malicious code in a self-perpetuating, virtuous cycle that keeps Media Scanner at the forefront of web, ad tag and mobile anomaly detection.

Protecting the browser experience

Vigilant, daily monitoring of millions of media, ecommerce and corporate digital properties and more than 10 million ad tags provides a panoramic view of the online and mobile ecosystem. With Media Scanner, clients gain:

- Actionable intelligence on the site's vendors, domains, cookies and ads
- High-frequency, automated scanning so your digital properties are continually monitored, regardless of audience browsing habits

- Insight into all third-party content executing on your site, ensuring you can remove and block anomalies before they render on your visitors' browser
- Real-time data regarding active threats so you can take action to protect employees and customers visiting your online and mobile websites and apps

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[1] "Malware Statistics & Trends Report," AV-TEST Institute December 2014.

[2] "Security Tools missing up to 100% of Malware," eThreatz, January 2015.

About The Media Trust

With a physical presence in 65 countries and more than 500 cities around the globe, The Media Trust's proprietary website and ad tag scanning technology provides continuous, non-stop protection against malware, site performance issues and data leakage, which can lead to lost revenue and privacy violations. The Company also enables comprehensive quality assurance of an ad campaign's technical and creative components and provides publishers with visual ad verification for geographically-targeted campaigns, ensuring thousands of media buys are executed correctly, reducing discrepancies, errors and make-good scenarios in-flight.

More than 500 publishers, ad networks, exchanges, agencies and enterprises—including 40 of comScore's AdFocus Top 50 websites—rely on The Media Trust's suite of continuous, non-stop monitoring, detecting and alerting services to protect their websites, their revenue and, most importantly, their brands.

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